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Nancy Austin

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About the Presentations: Nancy Austin's presentations highlight how the best in business--real world examples from nitty-gritty manufacturers to sleek service providers--close the gap on their rivals by emphasizing a whole new set of basics. Headlining this list is unsurpassed quality, something global markets demand (and will pay for). Winners believe that hustle is the best strategy; they create smart, flexible organizations that welcome customers and suppliers as full-scale partners. And above all, they hold onto a competitive edge by learning faster than the competition does. Nancy Austin urges her audience to face tough, competitive demands and move ahead with speed, simplicity, and confidence.

- **Past titles have included:**

  A Passion for Excellence; Not for the Faint of Heart; Just Do It; Speed, Simplicity and Confidence - the 90's Agenda; World-Class Quality; Romancing the Stone and Other Tales; Quality, Innovation, Hustle and People; The Heart and Soul of the New Competitor; Beyond Customer Service: Building the Customer-Led Enterprise; The Spirit of Leadership.

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Nancy prefers to discuss your program plans and objectives ahead of time so she can tailor her remarks to your group's needs and interests. She will remain available to you should you select her for your program.

About Nancy Austin:

- Co-author, A Passion for Excellence: The Leadership Difference (1986 with Tom Peters). This imaginative analysis of exceptional organizations is one of the best-selling business books of all time. Author of frequent articles for magazines and professional journals. Contributing Editor and columnist ("Managing") for Working Woman magazine.

- President of Nancy K. Austin, Inc., a consulting and research company dedicated to showing others how to succeed by uncovering what leading edge companies are doing now to boost competitiveness.

- Co-founding partner, The Tom Peters Group of companies, 1983.

- Manager, Advanced Management Development, Hewlett-Packard Company, Palo Alto, California. In this unusual role, she worked exclusively with HP managers worldwide to spell out and refine for future generations of company leaders the distinctive skills needed to take this premiere technology company into the future.

- MBA, UCLA, with undergraduate degree in Sociology.

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